

MULTI-TASKING MAGIC

Multipurpose skincare and color cosmetics have become the norm. Two-thirds (67%) of the 3,900 US beauty-buying females surveyed in TBC's January 2025 beauty habits study say they regularly buy beauty products that perform more than one function or solve multiple problems. Whether it's skincare products that contain SPF, or makeup providing added anti-aging skin benefits, the expectation from buyers is a bevy of strong multi-functional performers that are as efficacious as single-benefit products and have proof to back up those claims.



The Basics – Her Beauty Routine in a Nutshell

- Self-described as an act of self-care (55%), necessary (36%), and consistent (36%)
- 94% convenience is important
- 93% value time-saving hacks
- 93% look for ways to simplify their routine without compromising outcomes

Mind-Boosting Benefits of Her Skincare Routine

- 99% visible improvement in my skin boosts my self-esteem
- 97% feel instant gratification when products deliver immediate results
- 94% completing my skincare routine in the morning/night leaves me with a sense of accomplishment
- 94% my skincare routine makes me feel more confident
- 92% feel comforted by the familiarity of my skincare routine
- 90% applying skincare reduces stress, makes me feel more relaxed



Her Beauty Arsenal

- 60% use 4 to 10 beauty and personal care products daily
 - 31% use 11+ products daily
- 96% use facial skincare (49% daily; 46% multiple times/day)
- 57% use hair care daily
- 56% use color cosmetics daily

Daily Time Spent Applying Beauty Products

Time	Color Cosmetics	Facial Skincare	Body Skincare	Hair Care
< 5 minutes	11%	22%	32%	13%
6-10 minutes	31%	42%	38%	31%
11-20 minutes	28%	23%	18%	28%
21-30 minutes	16%	10%	8%	16%
> 30 minutes	12%	4%	4%	11%

Skincare Bought in the Last 6 Months

1. Facial cleanser (60%)
2. Anti-aging treatments (57%)
3. Eye cream/Serums (tie) (52%)
4. Daily moisturizers (45%)
5. Makeup remover wipes (44%)



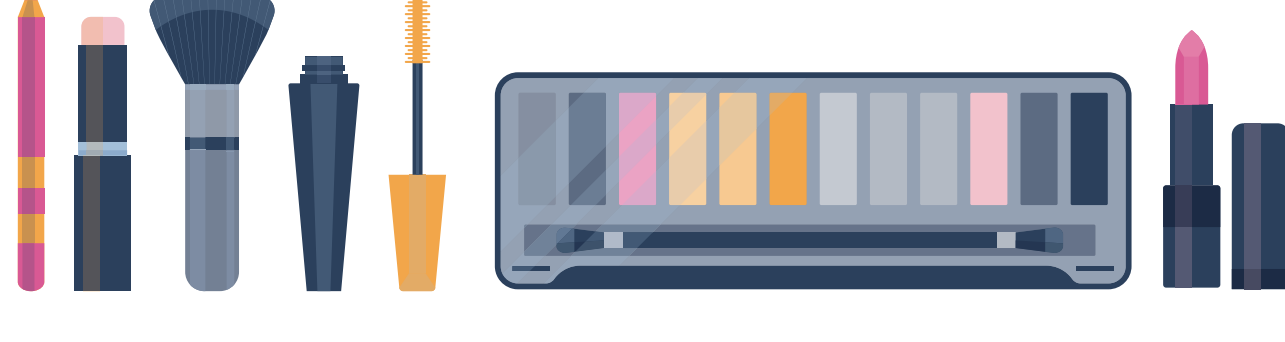
Skincare Must-Haves

- 93% skin-type suitability
- 89% proven ingredients/problem-solving benefits (tied)
- 78% reviews and consumer claims



Popular Color Cosmetic Purchases

- 80% mascara
- 71% foundation
- 62% eyeliner
- 60% concealer
- 58% lip gloss



Top Motivators For Buying New Color Cosmetics

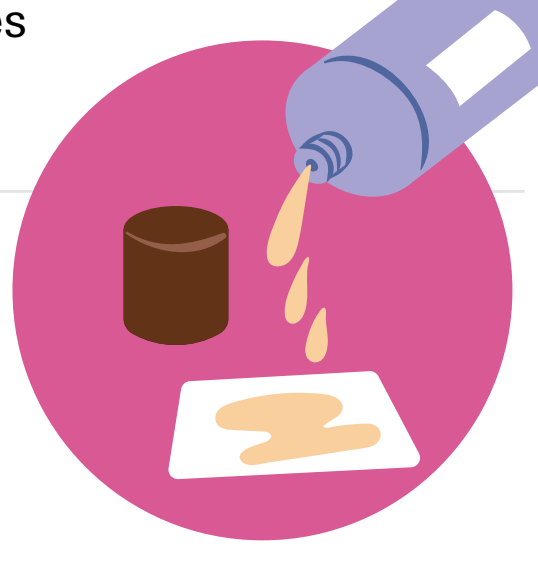
- 43% price
- 33% new product offered by a brand I know and/or trust
- 33% items are on sale
- 24% product has multiple purposes
- 21% labeled as clean

She's Buying Color Marketed As...

- 64% cruelty-free
- 53% waterproof
- 48% clean
- 45% made in the USA
- 42% natural/non-toxic

Color Cosmetics Must-Haves

- 92% just-right shade match
- 87% just-right finish and texture
- 83% long-wear
- 82% just-right coverage (i.e. full vs. sheer)
- 68% just-right applicator/application method



A Passion for Multi-Taskers

Two-thirds (67%) say they regularly buy multi-tasking beauty products. Buyers expect efficacy **equal to single-use products** and want **proof** to back claims.

In the past 12 months:

- 94% have purchased a multi-tasking skincare product
- 89% have purchased a multi-tasking makeup/color cosmetic product



Multi-Tasking Woo Factors

- 94% want convenience
- 93% appreciate time-saving beauty hacks
- 77% believe multi-taskers can be just as effective as single-benefit products



Why Consumers Love Multi-Taskers

- 83% time saving
- 76% simplifies my routine
- 57% money saving
- 56% space saving
- 44% reduces waste
- 43% gives me greater versatility of use

Multi-Tasker Concerns

- 35% doubt product efficacy
- 30% worry about ingredient potency
- 24% unsure about ingredient interactions



MULTI-TASKING SKINCARE ON HER RADAR

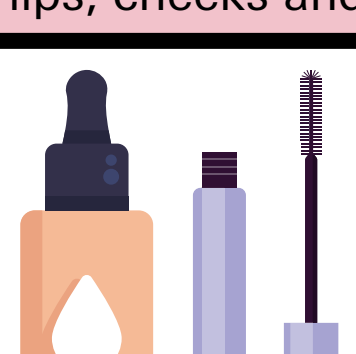
Multi-Tasking Skincare Products Consumers Have Purchased in Past 12 Months	% Purchased	BRAND OPPORTUNITY: If Consumers Have Not Purchased These Skincare Multi-Taskers, They'd Like to Try...	% Interested
Serum with Vitamin C and Hyaluronic Acid	49%	Night cream with retinol and hydration	62%
Lip balm with SPF and tint	47%	Overnight mask with anti-aging benefits	62%
Exfoliating cleanser	46%	Serum with Vitamin C and Hyaluronic Acid	61%
Tinted moisturizer with SPF	43%	Foundation with skincare actives	55%
Night cream with retinol and hydration	40%	Exfoliating cleanser	55%
BB/CC creams	36%	Lip balm with SPF and tint	53%
Foundation with skincare actives	32%	Toner with hydrating and exfoliating properties	52%
Micellar water with makeup removal	31%	BB/CC creams	52%
Toner with hydrating and exfoliating properties	29%	Tinted moisturizer with SPF	51%
Cleansing balms with makeup remover	28%	Primer with skincare benefits	51%

Preferred Format/Function for Multi-Tasking Skincare

- 89% moisturizers
- 70% lotions
- 69% serums
- 67% cleansers
- 48% balms

MULTI-TASKING COLOR STARS

Multi-Tasking Color Cosmetic Products Consumers Have Purchased in Past 12 Months	% Purchased	BRAND OPPORTUNITY: If Consumers Have Not Purchased These Color Cosmetic Multi-Taskers, They'd Like to Try...	% Interested
Lip gloss with plumper	38%	Mascara with primer	68%
Lip and cheek tint	37%	Foundation stick with concealer	62%
Blush & highlighter duo	33%	Lipstick with lip balm core	58%
Tinted moisturizer with SPF	32%	Eyeshadow & eyeliner crayon	56%
BB cream with SPF	30%	BB cream with SPF	55%
Eyeliner with smudger	29%	Lip and cheek tint	55%
Eyeshadow & eyeliner crayon	27%	Cream to powder blush and eyeshadow	54%
Eyebrow gel with tint	25%	Tinted moisturizer with SPF	54%
Bronzer & color palette	23%	Lipstick with SPF	53%
All-over stick (works for lips, cheeks and eyes)	22%	Blush & highlighter duo	53%

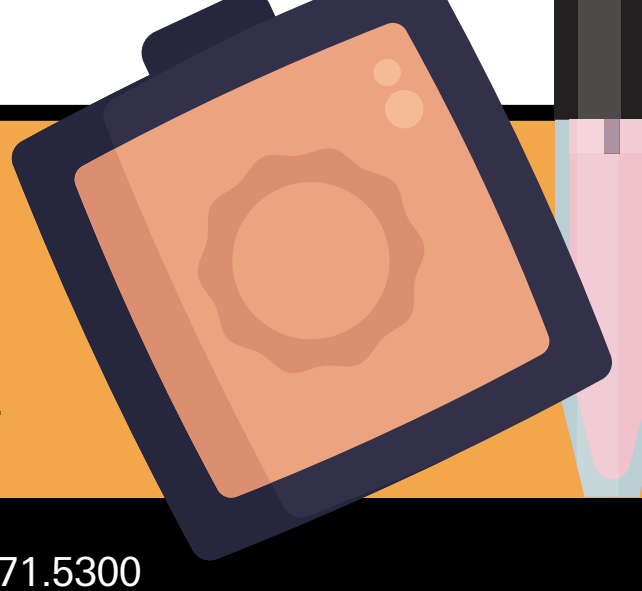


Preferred Multi-Tasking Color Cosmetics Formats

- 67% Mascara with lash care ingredients
- 63% Foundation with additional ingredients
- 58% Multi-use sticks
- 57% Dual-ended products
- 55% Creams

Brand Takeaways

Consumers want multi-taskers but need **proof of efficacy** through **consumer claims** and **independent research**. Offering **customized solutions** and **promoting positive** reviews can help overcome barriers.



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